

# MUSEUM OF THE MOVING IMAGE

**FOR IMMEDIATE RELEASE**

## **‘NEW YORK ON LOCATION’ STREET FAIR OFFERS A RARE INSIDE LOOK AT FILM AND TV PRODUCTION**

**FREE day-long event to feature stunt, special-effects, and makeup demos; public access to 20 film trailers and trucks; Museum exhibitions about filmmaking; and more**

**Sunday, September 21, 11:00 a.m. to 5:00 p.m.**

Astoria, New York, September 10, 2014—Museum of the Moving Image, Theatrical Teamsters Local 817, and Kaufman Astoria Studios present **New York on Location**, a FREE family-friendly event that offers a behind-the-scenes look at film production in New York. *New York on Location* invites the public to go inside up to 20 working movie trailers and trucks—straight from productions shooting in New York—and speak directly with movie professionals about what they do on set. Trucks will include star dressing rooms, electrical, grip, prop, camera, hair and makeup, wardrobe, special-effects trucks, and more. Key film craftspeople will demonstrate and explain firsthand their roles in the moviemaking process. This unique street fair and celebration will take place on Sunday, September 21, 11:00 a.m. to 5:00 p.m., in Astoria, Queens, on the Kaufman Astoria Studios backlot (36 Street between 34 and 35 Avenues), at Museum of the Moving Image (which will be free for the day), and on surrounding streets, comprising the heart of the newly designated Kaufman Arts District. (Rain date: September 28, 2014)

**Admission is free to *New York on Location* and to the Museum all day. More information at <http://movingimage.us/nyonlocation> or 718 777 6888.**

*New York on Location* is sponsored by AirbnbNYC, I.A.T.S.E. (International Alliance of Theatrical Stage Employees), NYCB Foundation, “Manhattan Love Story” from ABC Studios, CBS Corporation, Comcast NBCUniversal, HBO, Motion Picture Association of America, Inc., Paramount/Teenage Mutant Ninja Turtles, Richmond County Savings Foundation, and Sony Pictures Entertainment; with Variety, Yelp, and Queens Courier as media sponsors.

Among the highlights will be:

- Award-winning stunt performers demonstrating high falls, street fighting, and stunt driving
- Makeup artists and hair stylists demonstrating applications for everything from a glamour look to cuts and bruises

- Weather effects including rain and snow created by special-effects craftspeople
- A look inside a camera car, a rigged vehicle that supports the filming of scenes set in cars
- Treat trucks, the specialized movie catering trucks that provide Friday “treats” to those working on movie sets, serving food for purchase to the public; vendors will include Papaya King, Jiannetto’s Pizza & Catering, Fun Buns NYC, Brooklyn Popcorn, and Andy’s Italian Ice and Espresso Bar
- A deluxe star dressing room, known in the industry as a “triple pop-out” trailer
- Honey wagons, a.k.a. the restrooms to the stars, available for the public to use

Some of the most accomplished stunt performers (members of S.A.G.-A.F.T.R.A.) will be participating in *New York on Location*. They include Frank Alfano, Jr. (*Teenage Mutant Ninja Turtles*); Drivers East drivers (*Good Fellas, Dark Knight Rises, The Wolf of Wall Street, Blue Bloods*) performing car stunts; fight choreographer Chris Colombo (*The Bourne Ultimatum, The Following, Elementary*); Chris Barnes (*Blue Bloods, Men in Black 3, The Bourne Ultimatum*) coordinating high falls; stunt coordinator Tim Gallin (*The Departed, Bourne Ultimatum*) who organized the stunt demonstrations; and Chazz Menendez (*Limitless, Nonstop*).

During *New York on Location*, Museum of the Moving Image’s galleries will be free for the day. The public is welcome to explore ***Behind the Screen***, the Museum’s interactive core exhibition about how motion pictures and TV shows are made, marketed, and exhibited; ***Lights, Camera, Astoria!***, which looks at the history of the Astoria studio; and ***What’s Up, Doc? The Animation Art of Chuck Jones***, a major Smithsonian exhibition about the creative process of the legendary animation director and his team of collaborators, who made some of the best-loved cartoons in America featuring Bugs Bunny, Daffy Duck, Wile E. Coyote, and the Road Runner.

“New Yorkers have grown accustomed to seeing movie trailers and trucks in their neighborhoods. *New York on Location* will allow them to step inside and talk to the dedicated and talented men and women who work behind the scenes in the film industry; and showcasing the work is at the core of the Museum’s mission,” said Carl Goodman, Executive Director of Museum of the Moving Image, the only American museum devoted to film, television, and digital media. “We are delighted to partner with the Theatrical Teamsters and Kaufman Astoria Studios to present this unique, educational, and fun event.”

“We are proud to be an integral part of all the film and TV productions shooting on location,” said Tom O’Donnell, President of Theatrical Teamsters Local 817. “This event is a great opportunity for our members and those of other motion picture unions and guilds to come out from behind the screen to talk to New Yorkers about what we do.”

“Thousands of New Yorkers are employed on TV and film location productions throughout New York City every year, but most people don’t have a chance to see the nuts-and-bolts work that creates the magic we enjoy on screen,” said Hal Rosenbluth, President of Kaufman Astoria Studios. “*New York on Location* is a fun and engaging way for families and kids to experience what goes on behind-the-scenes of their favorite movies and television shows and meet the people who make them possible. Kaufman Astoria Studios is very proud to open its backlot and be a partner in this one-of-a-kind event.”

*New York on Location* is made possible with the participation of Action Camera Cars, Drivers East, EFEX Rentals, Haddad’s Inc., K/A/S Lighting, Kickn Stunts, Lightnin Production Rentals, LOTE Stunts and Up Against The Wall Productions Inc. Special thanks to Matt Loeb, International President, I.A.T.S.E.; I.A.T.S.E. Local 52 (grips and electric, props and effects); Local 600 (cinematographers); Local 700 (editors); Local 798 (Hair and Makeup); Local 764 (Wardrobe); and Tom Reilly, Teamster Captain, Local 817.

*New York on Location* is presented in collaboration with the Governor's Office for Motion Picture & Television Development and the Mayor's Office of Media and Entertainment.

About the partner organizations:

**Museum of the Moving Image** ([movingimage.us](http://movingimage.us)) advances the understanding, enjoyment, and appreciation of the art, history, technique, and technology of film, television, and digital media. In its stunning facilities—acclaimed for both its accessibility and bold design—the Museum presents exhibitions; screenings of significant works; discussion programs featuring actors, directors, craftspeople, and business leaders; and education programs which serve more than 50,000 students each year. The Museum also houses a significant collection of moving-image artifacts.

Built in 1920, **Kaufman Astoria Studios** (KAS) ([kaufmanastoria.com](http://kaufmanastoria.com)) was the original home of Paramount Pictures, and over 100 silent films were made on its sound stages. Today, top Hollywood film, television, and digital on-demand series are made at the studio, including the Netflix hit *Orange Is the New Black*, Showtime’s *Nurse Jackie*, Amazon’s *Alpha House*, Starz’s *Flesh and Bone*, the NBC miniseries *The Slap*, and *Sesame Street*, which has filmed at KAS since 1992. Recent feature film productions include *The Secret Life of Walter Mitty*, *Men in Black 3*, and *The Bourne Ultimatum*.

**Theatrical Teamsters Local 817** represents the Transportation Workers who are employed in the Motion Picture, Television, Commercial, New Media and Live Theatrical Industries. Since 2008, Local 817 has also represented Casting Directors

and Casting Associates working in film, television and new media. Commercial Location Scouts and Managers have been represented by the Local since 2011.

**Event location:** Kaufman Astoria Studios backlot (36 Street, between 34 and 35 Ave), Museum of the Moving Image (36-01 35 Avenue), and surrounding streets (south side of 34 Ave between 35 and 36 Street, north side of 35 Avenue between 35 and 37 Streets)—comprising the heart of the Kaufman Arts District—in Astoria, NY 11106. For travel directions and further information, visit [www.movingimage.us](http://www.movingimage.us) or call 718 777 6888.

**Press contacts:**

Tomoko Kawamoto, Museum of the Moving Image  
[tkawamoto@movingimage.us](mailto:tkawamoto@movingimage.us) / 718 777 6830

Brian Moriarty, DKC Public Relations  
[brian\\_moriarty@dkcnews.com](mailto:brian_moriarty@dkcnews.com) / 212 981 5252

**MUSEUM INFORMATION**

Hours: Wednesday-Thursday, 10:30 a.m. to 5:00 p.m. Friday, 10:30 to 8:00 p.m. Saturday-Sunday, 11:30 a.m. to 7:00 p.m. **On Sunday, September 21, the Museum will open early at 11:00 a.m.**

Film Screenings: Friday evenings, Saturdays and Sundays, and as scheduled. Tickets for regular film screenings are included with paid Museum admission and free for members.

Museum Admission: \$12.00 for adults; \$9.00 for persons over 65 and for students with ID; \$6.00 for children ages 3-12. Children under 3 and Museum members are admitted free. Admission to the galleries is free on Fridays, 4:00 to 8:00 p.m. Tickets for special screenings and events may be purchased in advance online or by phone at 718 777 6800.

Location: 36-01 35 Avenue (at 37 Street) in Astoria.

Subway: M (weekdays only) or R to Steinway Street. Q (weekdays only) or N to 36 Avenue.

Program Information: Telephone: 718 777 6888; Website: [movingimage.us](http://movingimage.us)

Membership: <http://movingimage.us/support/membership> or 718 777 6877

The Museum is housed in a building owned by the City of New York and located on the campus of Kaufman Astoria Studios. Its operations are made possible in part by public funds provided through the New York City Department of Cultural Affairs, the New York City Economic Development Corporation, the New York State Council on the Arts, the National Endowment for the Arts, the National Endowment for the Humanities, the Institute of Museum and Library Services, and the Natural Heritage Trust (administered by the New York State Office of Parks, Recreation, and Historic Preservation). The Museum also receives generous support from numerous corporations, foundations, and individuals. For more information, please visit [movingimage.us](http://movingimage.us).

###